

General Information

What is the name of your company and your website?
What are the names and titles of the people from your organisation approving the project?
What is your intended delivery date of the communication? Why?
Is there an existing brand manual or style guide that needs to be adhered to?

Plan

1. What are the objectives of this strategy ?	1	2	3	4	5
Make aware of Company and its offerings					
Make aware of Brand					
Build brand knowledge					
Drive to trial or buy					
Build a relationship					
Launch a new product					

2. What are the objectives of your communication ?	1	2	3	4	5
To educate your consumer					
To Inform					
to extract Feedback for research					
To provoke a response					
To provoke trial or sale					

3. What other communications compliment this job?	1	2	3	4	5
Direct mail to existing customers					
Direct mail to new customers					
Personal Selling (Phone or Visit) to existing customers					
Personal Selling (Phone or Visit) to new customers					
Online Advertising					
Print Radio and TV Advertising					
URL branding on all company communications					

4. How will you measure the success of the strategies?	1	2	3	4	5
Number of raw visits to the site					
Number of Emails					
Number of visits to the premises					
Number of contacts made					
Kind of contacts made					
Number of purchases					
Number of repeate purchases					

Target

5. Who would you like to respond to the communication?						
Age	10-20	20-40	40-60	60+		
Gender	Male	Female	Both			
Work location	City	Inner sub	Outer sub	Rural		
Home Location	City	Inner sub	Outer sub	Rural		
Occupation	Industrial	Corporate	Public	Self emp	Domestic	Student

6. How would you like them to respond?						
Telephone						
Visit web site						
Visit premises						
Email						
Fax back						
Request sales rep to visit						

Creative

Use adjectives to describe how the user should perceive this communication (Ex: prestigious, friendly, corporate, fun, innovative, edgy, cost effective, etc)

List your competitors and explain what you like/dislike about their communications

Turn over/ scroll down for second page with more details.

PRODUCT	SIZE	PAGES	PAPER	QUANTITY
Stationery				
Print Advertisement				
Direct Mail Piece				
Publication/Booklet				
News Letter				
Packaging				
Display				
Signage				
Outdoor				

NB: If you require a logo, corporate identity, marketing or advertising campaign, please dont hesitate to call us for a chat.

SIZES: Business Card=99x55mm, Post Card=105x148.5mm, DL=99x210mm, A5=148.5x210mm, A4=210x297mm, A3=420x297mm, A2=594x420mm, A1=841x594mm, A0=841x1189mm

COPY SENT BY: Mail Email Fax

COPY SENT ON: / /

CALL TO ACTION: (Phone, email, web, address)

LOGOS:

PHOTOGRAPHIC IMAGES: Stock Photos or Photoshoot

ILLUSTRATIVE IMAGES:

Specific Information**WHAT**

What are we advertising?

1. Organisation/Brand/Product description:

2. Offer:

3. Image and Brand Values:

4. Personality of the Organisation/Brand/Product:

5. Tangible and Intangible benefits:

Single minded proposition?

The single most important thing we want the audience to remember from the Ad:

Why should they believe us:

What is the optimum mix?

Between direct response and brand advertising:

Between Rational and emotional response desired:

What mandatories?

Supporting organisation logos:

Legal disclaimers:

Extra contact details:

ABN/ACN:

WHERE & WHEN

Who are we competing against in the market? (products and organisations)

What is the competitive state of the market?

What is the current and planned activity of your competitors?

HOW

What is the desired response?

Complete a coupon:

Provide credit card/DD details/Send Cheque

Post/Fax/Email/Website/Phone/Visit:

What are the measurement techniques?

What are the fulfilment considerations?

What's the project budget & time-line?

WHO

Who are we talking to?

Segment One (repeat for other segments)

Demographics:

Geographics:

Psychographics:

Persona:

Day Planner:

What is the response situation?

Do they know who we are?

Have they responded better in a particular way to us or competitors?

Do they respond better to particular media or creative?

Have we recently communicated with them and how?